

# **Journalism 163 - New Media in Journalism**

Fall 2006, Section 1, Tues. 6:00 - 8:45 p.m., DBH 226

**Instructor: Steve Sloan**

408-605-0692 / [s\\_sloan@mac.com](mailto:s_sloan@mac.com)

Office: Clark Hall 134 (near the SJSU Help Desk)

Office hours: Tuesday, 5-6:00 p.m. & by appointment

**Co-Instructor: Cynthia A. McCune**

DBH 127 / 408-924-3245 / [camccune@sbcglobal.net](mailto:camccune@sbcglobal.net)

Office hours: M/W 3:30-4:30, Tues 3:00-5:00, Thurs. 12:30-1:00 p.m. & by appointment

## **Required Texts**

- [The Cluetrain Manifesto](#), which is available free on the Internet.
- [The World is Flat](#), by Thomas Friedman. Friedman's book is readily available on the Internet or in bookstores.

## **Course Description**

This hands-on class focuses on combining multimedia and emerging “new media” technologies such as blogging, podcasting, RSS and other Web 2.0 media, mobile (hand-held) devices, as well as simple HTML and web page design.

In this class, students will learn to use multimedia and new media technologies to tell stories and convey information, and to have interactive conversations and build relationships with global audiences. Class format will combine brief lectures, guest speakers and in-class discussions with “how to” demonstrations and hands-on labs.

Class projects will include simple web page design, blogging, podcasting, videocasting and multimedia design and production (combining still pictures, graphics and video content with music and/or audio to create a multimedia project/presentation). It will also cover RSS (Really Simple Syndication), Web. 2.0 technologies, social networking and emerging uses of mobile devices.

Software will include Adobe Creative Suite (GoLive, Photoshop, etc.) and Apple's iLife Suite (iPhoto, iMovie, Garageband, etc.). Other software may include Audacity and NVu (two free open-source software programs that can be used on Mac, PC or Linux).

## **Student Learning Objectives**

- Understand concepts, apply theories, and use new technologies to present images and information.
- Demonstrate an understanding of the history and role of professionals, institutions and technology in shaping communications.

- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for online and other new media formats, and for the audiences and purposes they serve.
- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

## Course Requirements

Students will contribute regularly to a class blog, develop and post a simple web page to showcase their projects, record and post a podcast, develop a multimedia project, and learn how to use RSS and other Web 2.0 technologies. In the process, students will learn to use software such as Adobe Creative Suite (GoLive, Photoshop, etc.), Audacity, and/or Apple's iLife Suite (iPhoto, iMovie, Garageband, etc.). As much as possible students will be provided with sources of free open-source software to accomplish their tasks. Students will create a final project involving focusing on one or more of the areas listed above.

It is recommended that students have laptops with the software noted above so they can work on projects outside of class. Although attendance, per se, will not be used as a criterion for grading, students are encouraged to attend all class meetings to contribute to in-class discussions and take advantage of lectures, guest speakers, demonstrations and lab sessions. Missed in-class discussions, exercises and lab sessions cannot be made up.

## Class Schedule

The class meets Tuesdays 6:00 - 8:45 p.m. in DBH 226. This provides us with 17 meetings, including the final. A class home page will be at the following URL. A schedule for the class is available there. This schedule is subject to change with fair notice:

<http://www.jmcweb.sjsu.edu/sloan/j163fa>

## List of Assignments

- Students will contribute regularly to a class blog.
- Students will record and post a podcast.
- Students will record and post an on-line deliverable multimedia project.
- Each student will be expected to develop a web page, or pages, containing links to their blog posts, podcast and multimedia project.
- There will be two mid-term exams and one final exam. These exams will focus major terms and concepts as expressed in the readings and/or as in the class discussions.
- There will be three surprise pop quizzes that will focus on reading assignments up to the date of the quiz and these will not be listed on the schedule.

Specific due dates for major assignments will be listed on the J163 course schedule. This information is available at this URL:

<http://www.jmcweb.sjsu.edu/sloan/j163fa>

## Grading Information

I hope everybody earns an "A".

Grades will be calculated on a points system with 100 points available for each assignment. Extra credit is available as negotiated with instructors. Plus and minus grades will be awarded for being near the threshold of the next higher or lower grade:

- 97% + = A+
- 88-100% = A
- 77-87% = B
- 67-76% = C
- 60-66% = D
- Less than 60% = F

Grading is performance based. Grades will be awarded based on the total average of:

- Average of Midterm Exams and Final Project 20%
- Podcast 20%
- Multimedia Project 20%
- Average of Blog Posts 20%
- Average of Pop Quizzes 10%
- Web Page Development 10%

## Class Policies

- All assignments submitted for this class must be original work, created by you for this class (see Academic Dishonesty section below).
- Late assignments will not be accepted. The only exception will be for extenuating circumstances (e.g., car accident, hospitalization) communicated to the instructor before the assignment is due.
- You are expected to attend and participate in every class. You are responsible for all material covered during class, whether you attend or not. If you are absent, listen to the podcast and/or get notes from a classmate. Missing classes is the easiest way to fail this course.
- Discourteous and impolite behavior will not be tolerated in this classroom. Please exercise good manners and good judgment.

## Academic Dishonesty

Academic integrity is essential to the mission of San José State University. As such, students are expected to perform their own work (except when collaboration is expressly permitted by the course instructor) without the use of any outside resources. When practiced, academic integrity ensures that all students are fairly graded. Violations to the Academic Integrity Policy undermine the educational process and will not be tolerated. It also demonstrates a lack of respect for oneself, fellow students and the course instructor and can ruin the university's reputation and the value of the degrees it offers.

We all share the obligation to maintain an environment that practices academic integrity. Violators of the Academic Integrity Policy will be subject to failing this course and being reported to the Office of Student Conduct & Ethical Development for disciplinary action which could result in suspension or expulsion from San José State University.

## Cheating

Cheating is the act of obtaining or attempting to obtain credit for academic work through the use of any dishonest, deceptive, or fraudulent means. Cheating at SJSU includes but is not limited to:

- Copying in part or in whole, from another's test or other evaluation instrument.
- Submitting work previously graded in another course unless this has been approved by the course instructor or by departmental policy.
- Submitting work simultaneously presented in two courses, unless this has been approved by both course instructors or by departmental policy.
- Altering or interfering with grading or grading instructions.
- Sitting for an examination by a surrogate, or as a surrogate; any other act committed by a student in the course of his or her academic work which defrauds or misrepresents, including aiding or abetting in any of the actions defined above.

## Plagiarism

At SJSU plagiarism is the act of representing the work of another as one's own (without giving appropriate credit) regardless of how that work was obtained, and submitting it to fulfill academic requirements. Plagiarism at SJSU includes but is not limited to:

- The act of incorporating the ideas, words, sentences, paragraphs, or parts thereof, or the specific substances of another's work, without giving appropriate credit, and representing the product as one's own work; and representing another's artistic/scholarly works such as musical compositions, computer programs, photographs, painting, drawing, sculptures, or similar works as one's own.

Please be advised that we take the issue of academic dishonesty very seriously. We consider plagiarism to be the "kiss of death" for any JMC student who aspires to work in one of the writing professions. We have flunked students who submitted plagiarized assignments.

## **ADA Compliance**

To request academic accommodations due to a disability; please contact the Disability Resource Center (DRC) office at (408) 924-6000. If you have a letter from the DRC indicating that you have a disability that requires academic accommodations, please present the letter to the instructors so we can discuss the accommodations that you might need in this class.